



October 2011

Dear ECEAP Contractors,

All of us are proud of the strong, comprehensive preschool program we have built in Washington over the past 25 years. Now is the time to “brag” about it!

To help celebrate the 25th anniversary of ECEAP, the Department of Early Learning has created this outreach packet for you to use in your community.

- ◆ Do you have story about a child or family to share?
- ◆ Do you have a unique curricular activity to highlight?
- ◆ Do you have a staff person who was a former ECEAP child?

This outreach packet will help you use your successes to build public awareness about ECEAP. It is available online at www.del.wa.gov/eceap and includes:

- ◆ Ideas for celebrating
- ◆ Tips for publicizing an event
- ◆ A sample press release
- ◆ A sample letter to the editor of your newspaper
- ◆ An ECEAP “fast facts” information sheet.
- ◆ An Intro to ECEAP PowerPoint that you can customize for your local community.
- ◆ The new ECEAP logo, in .jpg format.
- ◆ The *Washington Early Learning Communications Toolkit*, with tips on communicating effectively about early learning issues.

We hope this packet helps you raise awareness and celebrate our 25 years of helping children and families prepare for school and life! If you need any help or have questions, please let me know.

A handwritten signature in black ink that reads "Bette Hyde".

Bette Hyde
DEL Director